

Solution Provider Profile

Administrate

November 2025



Company At-a-Glance	
Headquarters	Edinburgh, UK and Bozeman, Montana
Year Founded	2012
Number of Employees	60
Revenue	Global - North American, EMEA
Geographic Coverage	Large enterprises managing large volumes of complex instructor-led (ILT), virtual instructor-led (VILT), or hybrid training
Top Customers	Siemens, Roche, Maersk, Ping Identity, Wilmington PLC, Royal Caribbean, and hundreds more
Industries	Health & MedTech, Manufacturing, Financial Services, Energy & Utilities, Transportation & Logistics, Business Services, and Training Companies
Website	www.getadministrate.com

Administrate Overview and Value Proposition

Administrate

Training Management System (TMS) for Enterprise Learning Operations

Administrate is everything you need to automate the process to manage complex, high-volume ILT at scale.

What is a Training Management System?

A Training Management System (TMS) is the operational layer that runs instructor-led and hybrid training. It's the part your LMS wasn't built to handle. While an LMS manages learners and digital content, a TMS manages the logistics, people, resources, and data that make instructor-led training possible. For example, when you deliver safety, equipment, or compliance training across multiple regions, you're juggling instructors, venues, calendars, travel, and regulatory deadlines. Most teams do this with spreadsheets, shared inboxes, and heroics. Administrate replaces that chaos with one connected system that lets you:

- **Plan** global training programs aligned with business goals.
- **Schedule** sessions, instructors, and resources conflict-free.
- **Communicate** automatically with every stakeholder.
- **Resolve** risks or bottlenecks in real time.

A training management system is not about managing learners; it's about managing learning operations at enterprise scale.

About Administrate

Administrate is an enterprise-grade Training Management System (TMS) that transforms training operations from a manual, reactive process into a strategic, automated workflow. Enterprises use Administrate to align global training delivery with business strategy, reducing operational risk while scaling learning to meet demand. It connects every part of the training lifecycle (planning, scheduling, communications, financials, compliance, and reporting) into one unified platform.

Administrate is not an LMS. Learners continue to use your existing LMS. Administrate serves as the operational command center behind it, connecting learning systems to HR, finance, and enterprise operations.

Streamlined Operations & Risk Reduction

Administrate automates the routine, high-risk tasks that consume training teams' time. Instead of scheduling conflicts, missed communications, and audit panic, you get:

- **Conflict-free scheduling:** Automatically prevents double bookings, resource clashes, and capacity shortfalls.
- **Automated communications:** Sends behavior-based reminders and updates to instructors and learners with manual email chains.
- **Compliance-ready reporting:** Real-time visibility into every certification, expiration, and regulation.
- **Full audit trails:** Every action is logged and versioned for complete traceability. For large enterprises, that means predictable, compliant operations that scale effortlessly, even during rapid growth, acquisitions, or regulatory changes. You can manage thousands of courses and hundreds of thousands of learners with confidence.

Revenue & ROI Enablement

Administrate doesn't just streamline operations, it can turn training into a measurable source of value whether that's through direct revenue generation or reclaiming budget for internal training teams.

- **Recapture costs:** Integrate catalog management, registration, and payment workflows to offset delivery costs or recapture cost through efficiency gains.
- **Monetize training:** Sell certification programs or external training through tokens and subscriptions.
- **Measure ROI:** Link training cost, utilization, and performance data directly to business KPIs, from safety incidents to time-to-readiness.
- **Optimize fill rates:** Automated alerts and promotions help ensure every course hits utilization targets.

Administrate connects training delivery to core operational metrics from reducing downtime, accelerating equipment readiness, or improving workforce compliance. By connecting training teams to the right data and tools, showing business impact becomes far clearer.

What Enterprises Get from Administrate

Administrate is built for organizations where training is complex, regulated, distributed, or revenue-generating. Most enterprises choose Administrate to solve one or more of these core operational challenges:

Operational efficiency

- **Use Case:** Training teams are overwhelmed by administrative overhead severely impacting scalability. Spreadsheets, emails, and manual data entry have become too costly to meet training demand.
- **How Administrate Helps:** Automates scheduling, resource allocation, and communication workflows, replacing 90% of spreadsheet-driven processes with dependable, repeatable automation.
- **The Outcome:** Teams reclaim time for strategic planning, program innovation, and partnership with the business to align to macro goals instead of firefighting logistics.

Global standardization and scalability

- **Use Case:** Different regions or business units each run their own processes, making global reporting and compliance time-consuming and inconsistent.
- **How Administrate Helps:** Standardizes workflows, templates, and reporting while still allowing regional autonomy through flexible configuration.
- **The Outcome:** Global visibility, unified compliance, and a scalable process of best-practices that supports growth, acquisitions, or product launches without adding headcount.

Compliance and audit readiness

- **Use Case:** Managing training across highly regulated environments (e.g., DOT, OSHA, ISO, Qualiopi) demands traceability that manual systems can't sustain.
- **How Administrate Helps:** Automates documentation, version control, communication trails, and recertification workflows, ensuring every audit requirement can be met instantly.
- **The Outcome:** Consistent, audit-ready compliance reporting with no last-minute scrambles, even across multiple regions or regulatory frameworks.

Cost recapture and training monetization

- **Use Case:** Training is often a value-add on sales deals or the training department is treated as a cost center. Either way, financial visibility is poor.

- **How Administrate Helps:** Integrates catalog management, registration, payment, and reporting into a unified workflow. Enables external training sales or partner programs using tokens and subscriptions.
- **The Outcome:** Training departments convert expenses into measurable revenue streams. Or, for internal teams, reclaim budget through automation-driven efficiency gains.

Data-driven decision support

- **Use Case:** Training data lives in silos (LMS, HRIS, ERP), making it impossible to connect learning activity to business outcomes.
- **How Administrate Helps:** Consolidates operational data from all systems into one model, giving leaders a unified view of cost, capacity, and performance.
- **The Outcome:** L&D gains the same level of visibility, forecasting, and ROI measurement that finance, HR, and operations teams rely on to make strategic decisions.

Customer Stories

Siemens Healthineers

Nearly tripled registration, automated 90% of the manual processes, and standardized training around the globe. [Read the Siemens story.](#)

Roche Diagnostics

Reduced global scheduling time by 90% and eliminated 25% of training costs. [Read the Roche story.](#)

Ping Identity

Increased registrations over 5x while cutting the time to establish ILT courses by 84%. [Read the Ping story.](#)

Wilmington PLC

Consolidated 11 regional systems into one TMS creating a unified training process for over 150,000 learners. [Read the Wilmington PLC story.](#)

Maersk Training

Integrated a full training ecosystem by utilizing Administrate's APIs in order to create a single source of training truth. [Read the Maersk story.](#)

Summary

Administrate transforms how enterprise organizations run, measure, and scale training.

By automating the operations that underpin instructor-led and hybrid learning while connecting those workflows to HR, Finance, and ERP systems, Administrate empowers L&D leaders to deliver strategic, compliant, and measurable programs that align directly with business goals.

For global enterprises, this is beyond automating training delivery; it's future-proofing it.

The Results:

- 85–90% reduction in manual scheduling and coordination tasks
- Weeks of planning the quarterly (or annual) schedule reduced to minutes
- Weeks of audit prep reduced to minutes through automated reporting
- Up to 25% reduction in training delivery costs
- Standardized global training processes across all regions and business units

Beyond technology, Administrate is a strategic partner for enterprise transformation. Dedicated success teams, guided configuration, and continuous improvement programs ensure that the platform evolves alongside your business to help you maintain compliance, eliminate operational friction, and prove the impact of learning on organizational performance.

Technology Foundation

Integrating the Learning Stack

Most enterprises rely on spreadsheets and disconnected systems to coordinate instructors, resources, and compliance data. Administrate replaces those brittle connections with one platform that synchronizes training data across HR, finance, and learning systems allowing for workflows to be automated globally and ensuring operational consistency.

- **Automate anything:** Highly configurable automation workflows allow for unique challenges to be automated without custom development.
- **Beyond the LMS:** Integrates with LMS (e.g., Docebo, Cornerstone), HRIS (Workday, SAP, Oracle), ERP, CRM, and BI tools to ensure training operations and business operations share one data model. This connected foundation enables executives to measure learning's impact on performance, compliance, and profitability.
- **Buy AND build:** Administrate's 'buy and build' architecture lets enterprises deploy quickly and then tailor the platform through APIs and web hooks without costly custom development.

An AI-Forward Approach to Training Management

Administrate uses AI to turn the noise into structured processes and data so you can objectively tie learning efforts to strategic outcomes. The purpose is to eliminate friction and connect clean data rather than to replace learning professionals. It's operational AI, not generative AI. That matters because it runs on your data, so it doesn't hallucinate and it follows your rules.

AI automatically identifies scheduling conflicts, predicts capacity constraints, and summarizes operational data for executive review, enabling faster, smarter decisions without extra manual work.

- **AI-Assisted Scheduling:** Automatically generates conflict-free plans optimized for time, cost, and resources in minutes.
- **Automator:** Streamlines workflows and allows customers to plug their own AI in to clean training data.
- **Insights:** Surfaces performance data and meaningful updates from trusted, deterministic data.

Implementation and Change Management

Administrate is built to integrate, not disrupt.

Typical Implementation:

- **90 days to initial go-live** for core scheduling, communication, and reporting.
- **Integration-first architecture** means no systems get replaced. The Administrate services team will work with you to identify what needs to connect and make that happen. For those serving regional teams, it often

means they can continue using their existing systems while still adhering to the streamlined process.

- **Configuration over customization** enables rapid alignment with internal processes.
- **Enterprise onboarding support** includes sandboxes, training templates, and data migration tools for cleaner data and a seamless transition.
- **Reduced change management burden:** Administrate’s guided configuration approach eliminates the “blank page problem.” Instead of redefining workflows, you systemize them.

This results in minimal disruption, faster adoption, and immediate visibility into your training operations.

Security and Governance

Administrate was designed from the ground up to meet the security, privacy, and compliance requirements of global enterprises. Training data often includes sensitive employee, customer, and regulatory information, which is why Administrate’s platform architecture and operational practices are built on the same standards used by leading HRIS and ERP systems.

Key Governance and Security Principles:

- **Global Compliance Alignment:** Administrate adheres to GDPR, SOC 2 Type II, and ISO 27001 standards, ensuring that data protection and governance meet international benchmarks.
- **Access Control and Authentication:** Role-based access, single sign-on (SSO), and multi-factor authentication (MFA) safeguard user identities and restrict data access to authorized personnel only.
- **Auditability and Traceability:** Every action in the system is logged, versioned, and fully auditable which is critical for regulated industries who must prove compliance to internal and external authorities.
- **Secure Integration:** All API connections and data exchanges use encrypted channels, and Administrate’s integration framework ensures data flows safely across HR, finance, and learning ecosystems.

[Administrate’s Trust Portal](#) provides additional details that will allay the fears of security team’s looking to prevent vulnerabilities. Training and compliance teams can confidently centralize operations, knowing that every record, transaction, and report meets the highest standards of data governance and protection.

Product Portfolio

Administrators' pillars translate directly into measurable outcomes for enterprise learning leaders.

Enterprise Impact	
Plan	Align training to business strategy.
Systemize	Embed universal standards for a repeatable process that scales.
Connect	Unite systems LMS, HRIS, and ERP for a single source of truth.
Automate	Eliminate inefficiencies and free up capacity.
Measure	Quantify learning KPIs with real-time dashboards.
Monetize	Create a revenue engine from promotion to payment processing.

Screenshots

Figure 1: Resource Conflict Dashboard



Figure 2: AI Scheduler

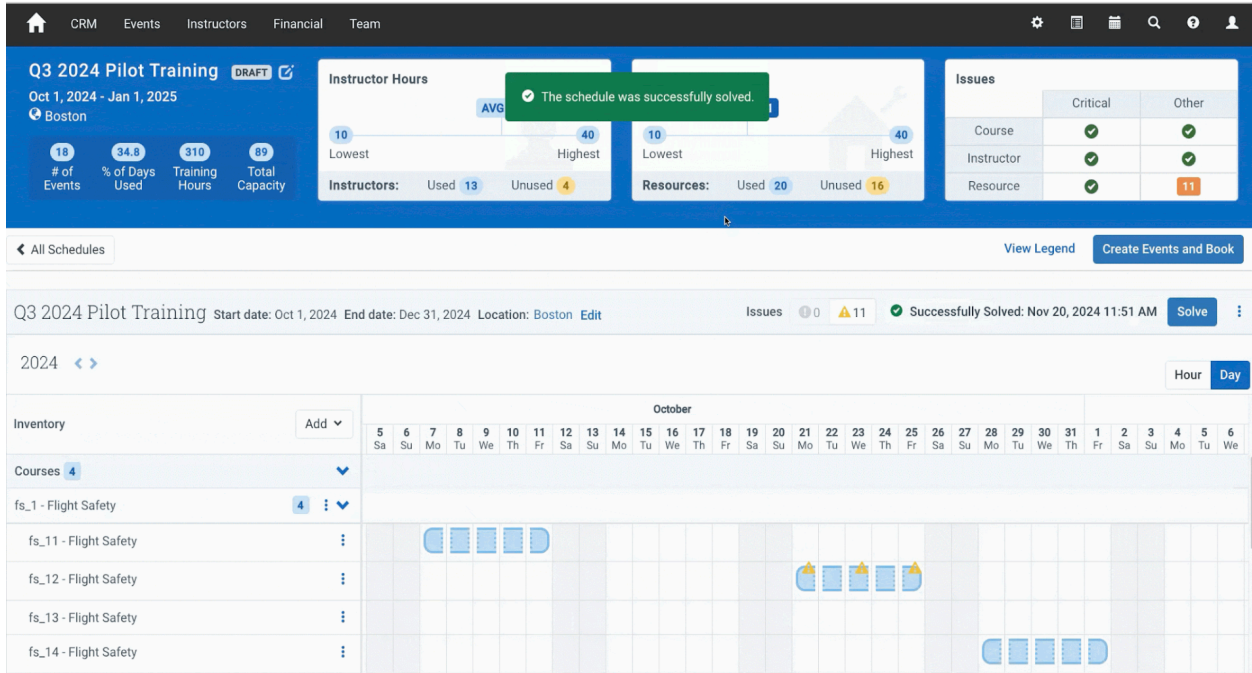


Figure 3: Event Conflict Resolution

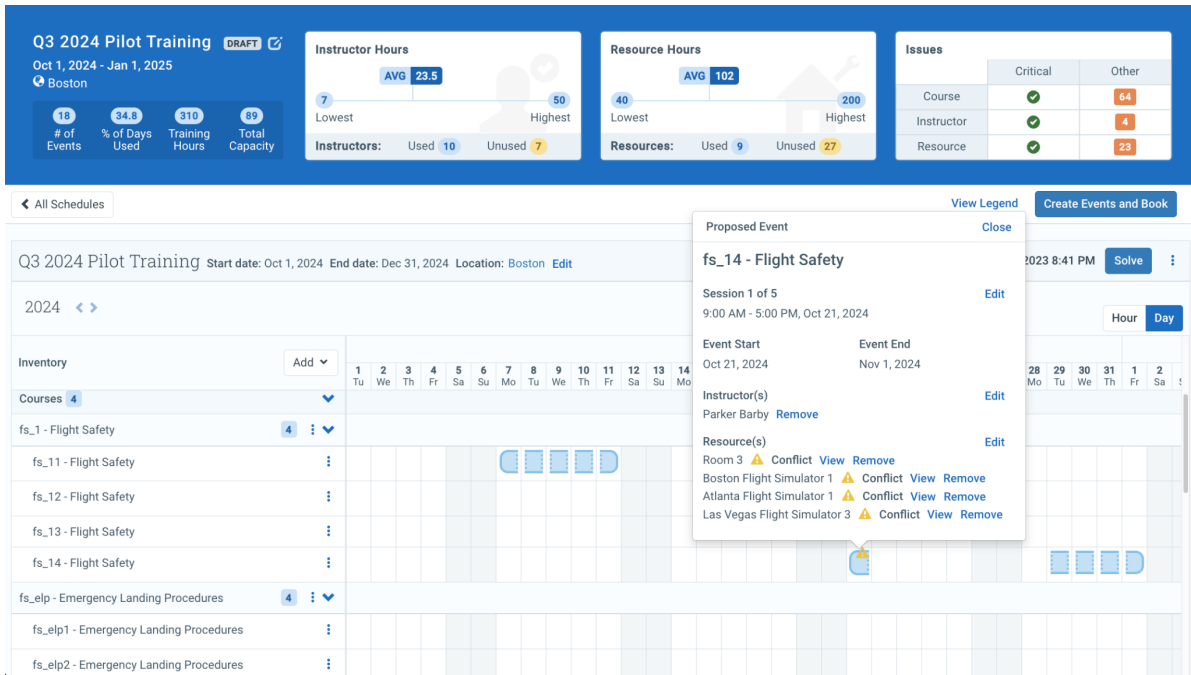


Figure 4: Customizable Sales Process Workflows

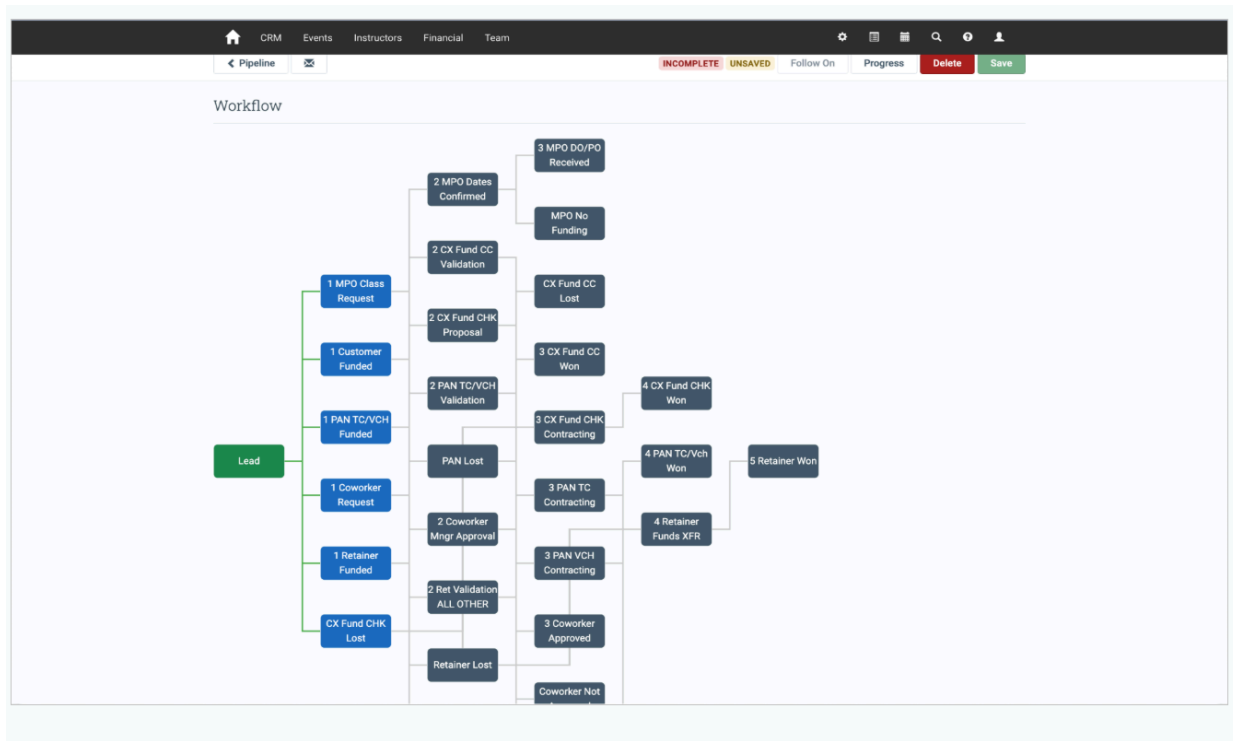
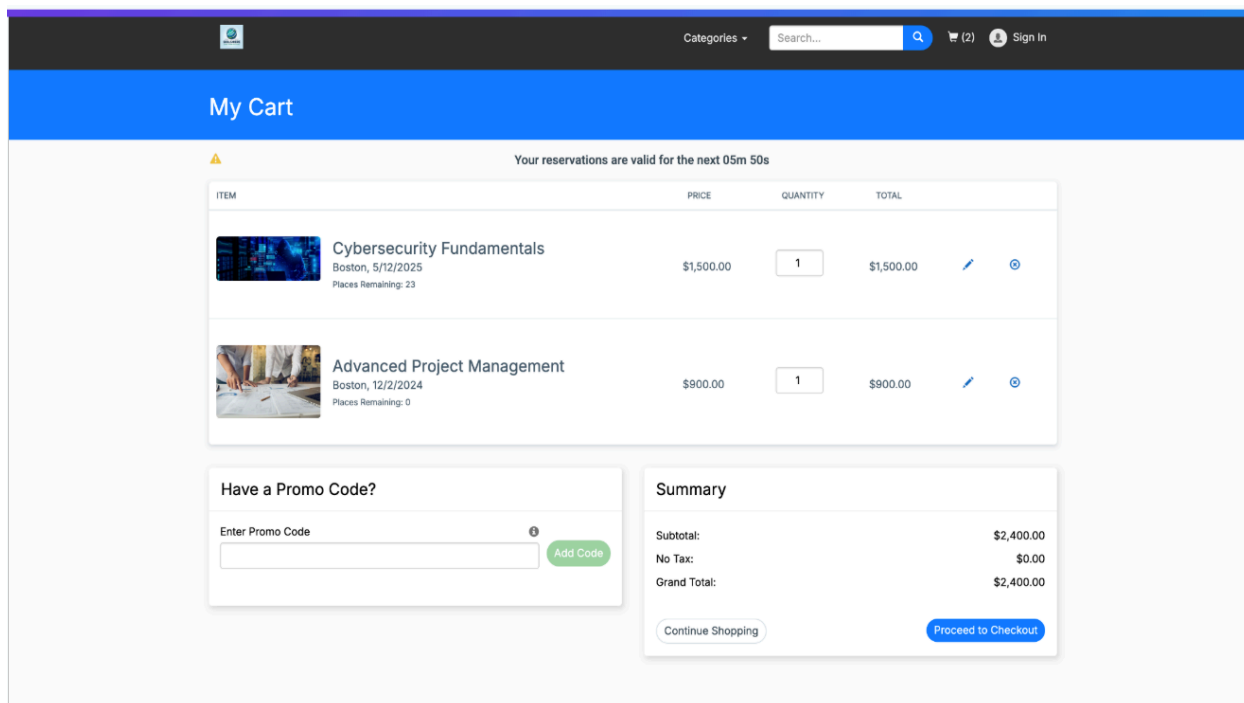




Figure 5: Payment Processing



The screenshot shows a 'My Cart' page with a navigation bar at the top containing 'Categories', a search bar, a shopping cart icon with '(2)', and a 'Sign In' link. Below the navigation bar is a blue header with 'My Cart'. A warning message states: 'Your reservations are valid for the next 05m 50s'. The main content area features a table with the following items:

ITEM	PRICE	QUANTITY	TOTAL
 Cybersecurity Fundamentals Boston, 5/12/2025 Places Remaining: 23	\$1,500.00	1	\$1,500.00
 Advanced Project Management Boston, 12/2/2024 Places Remaining: 0	\$900.00	1	\$900.00

Below the table, there is a 'Have a Promo Code?' section with an input field and an 'Add Code' button. To the right is a 'Summary' section:

Subtotal:	\$2,400.00
No Tax:	\$0.00
Grand Total:	\$2,400.00

At the bottom of the summary section, there are two buttons: 'Continue Shopping' and 'Proceed to Checkout'.

Figure 6: Audit Logs

The screenshot shows the 'Audit' tab in a software interface. At the top, there are navigation tabs: Events List, Setup, Finances, Outline, Students, Achievements, and Audit (selected). To the right are buttons for Duplicate, Preview LMS, and Add-ons. Below the tabs is the 'Audit Log' section with a search bar and three filter icons (envelope, checkmark, house). The log contains several entries:

- Updated by JJ Cranston (Nov 6, 2024 11:00:00 AM UTC)
- Updated by JJ Cranston (Nov 6, 2024 10:56:00 AM UTC) - Instructor Hisham Arnaout was added to the Event
- JJ Cranston scheduled 1 Emails for sending (Nov 6, 2024 10:55:00 AM UTC) - You have been removed from an Event
- Updated by JJ Cranston (Nov 6, 2024 10:55:00 AM UTC)
- Updated by Gilles Benyon-Bell (Aug 5, 2024 1:51:00 PM UTC)
- Updated by Gilles Benyon-Bell (Aug 5, 2024 1:51:00 PM UTC)
- Updated by Gilles Benyon-Bell (Aug 5, 2024 1:51:00 PM UTC)

Figure 7: Customizable Reporting Options

Report Event Profitability as % 2024 YTD w Fill Rate

Results (23) - Sectioned by Course → Code

Full Overview Graphs

Code	Start Date	Title	Gross Revenue	Gross Cost	Gross Profit	Margin %	Booked Seats	Max Seats	% Filled
STCW Code A-V4 (7) results									
STCW Code A-V4	4/8/24	Polar Code Combined On-Site Training	5,000	0	5,000	100	2	9	22.22
STCW A-V4 (7) results									
STCW A-V4	4/22/24	Polar Code Basic	1,500	0	1,500	100	1	10	10
pub_spk_ep (7) results									
pub_spk_ep	10/1/24	Effective Presentations	500	0	500	100	3		
pub_spk_101 (7) results									
pub_spk_101	6/3/24	Public Speaking 101	100	0	100	100	1	10	10
PHM_Adv_24 (6) results									
PHM_Adv_24	3/5/24	Advanced Project Management	900	0	900	100	0	10	0
PHM_Adv_24	5/7/24	Advanced Project Management	900	0	900	100	0	10	0
PHM_Adv_24	6/4/24	Advanced Project Management	2,475	0	2,475	100	0	10	0
PHM_Adv_24	7/2/24	Advanced Project Management	900	0	900	100	0	10	0
PHM_Adv_24	10/7/24	Advanced Project Management	6,300	100	6,200	98.41	0	10	0
PHM_Adv_24	9/2/24	Advanced Project Management	900	0	900	100	0	10	0
LDA_24 (3) results									
LDA_24	6/3/24	Leadership in the Digital Age	1,200	0	1,200	100	4	25	16
LDA_24	7/1/24	Leadership in the Digital Age	1,000	0	1,000	100	4	25	16
LDA_24	8/5/24	Leadership in the Digital Age	1,200	0	1,200	100	6	25	24
EP (7) results									

Figure 8: Full Suite of Integrations



Screenshots provided by Administrate

Analysis by Brandon Hall Group™

Situational Analysis

Enterprise training departments are drowning in operational complexity. As organizations embrace hybrid work models and return-to-office initiatives, the demand for instructor-led training has surged while L&D teams face budget cuts and headcount reductions. Manual processes that worked for dozens of events break down when scaling to thousands. The true cost isn't just administrative burden, it includes the reputational damage from cancelled sessions, double-booked instructors, and six-figure employees sitting in empty training rooms.

Challenges to the Business

Organizations managing instructor-led training at scale face an interconnected web of operational nightmares that compound exponentially with growth. The scheduling paradox sits at the heart of these challenges. This happens when complex training programs involve multiple instructors, resources, and locations, traditional planning methods can't keep up. This scheduling complexity is compounded by a visibility void across training operations, where critical data lives in disconnected systems, spreadsheets, email threads, and individual calendars, making it impossible to answer fundamental questions about resource utilization, training costs, or program effectiveness.

The integration imperative adds another layer of complexity, as training management requires coordination across a number of different systems, from calendar applications to finance platforms to learning management systems, with each handoff introducing potential failure points. For regulated industries, the compliance crunch transforms these operational inefficiencies from inconveniences into existential risks, as pharma companies, medical device manufacturers, and financial institutions face severe penalties for training failures while paradoxically relying on error-prone manual processes.

Implications for the Business

Training operations are often the last place organizations look to create efficiencies and that creates consequences that extend far beyond the administrative burden. Creating a standardized, automated process allows for leaders to beat out the inefficiencies and errors for continual improvement. You can't optimize an ad hoc process where each event has unique variables. Hidden costs multiply as the true financial impact becomes apparent. It's not just the hours administrators spend in Excel, but the instructor overtime from poor scheduling, the millions of dollars of training equipment sitting idle due to booking conflicts, and the opportunity costs when high-value employees wait weeks for required training. These inefficiencies create talent development bottlenecks at precisely the moment organizations need to accelerate capability building.

The risk exposure from manual or hybrid processes extends beyond operational inefficiency to regulatory compliance, where a single documentation error or missed training deadline can trigger audits, fines, and reputational damage that dwarf any technology investment. Perhaps most critically, these operational demands create strategic paralysis within L&D organizations. This is evident when teams spend weeks manually scheduling events, chasing instructor confirmations, and reconciling conflicts cannot engage with strategic initiatives like skills transformation, AI adoption, or workforce capability planning. The result is an L&D function trapped in operational quicksand, unable to elevate its contribution to the business while simultaneously facing pressure to do more with less in an environment where training complexity only increases.

Questions to be Answered by the Business

- How much are scheduling conflicts and operational inefficiencies truly costing in terms of instructor time, resource utilization, and learner productivity?
- Can our current systems scale to meet return-to-office training demands without proportional headcount increases?
- What's the risk exposure from potential compliance failures in our manual training processes?

- How can we standardize training operations across regions while maintaining local flexibility?

Administrate as the Answer

Administrate attacks the operational chaos of enterprise training through three fundamental innovations that set it apart from both traditional LMS solutions and competing training management systems:

1. The Template-to-Scale Architecture

Unlike systems that treat each training event as unique, Administrate's template-based approach enables exponential scaling. When one global pharmaceutical client needs to schedule 500 quarterly events across global facilities, they define the template once: instructors, resources, schedules and communications, then deploy at scale. This isn't just efficiency; it's the difference between possible and impossible at enterprise scale.

2. True Bi-Directional Calendar Integration

While competitors offer one-way calendar feeds, Administrate provides actual two-way synchronization with Outlook and Google Calendar. Instructors manage their availability in their preferred calendar; Administrate respects it in real-time. This seemingly simple feature eliminates the shadow IT problem where instructors maintain separate availability tracking, reducing conflicts by orders of magnitude.

3. AI That Solves Real Problems

Rather than chasing generative AI buzzwords, Administrate deployed machine learning where it matters most: schedule optimization. Administrate's AI doesn't write training content, it solves the hard problem of optimizing hundreds of instructors, resources, and rooms across thousands of events. For complex organizations, this transforms scheduling from a weeks-long political battle into a minutes-long computational solution.

Key Differentiators

Operational Excellence

- **70% Administrative Time Reduction:** Confirmed by multiple enterprise clients.
- **Minutes vs. Weeks:** AI scheduling compresses planning cycles from months to hours.

- **Zero Double-Booking:** Systematic conflict prevention, not just detection.

Enterprise-Grade Architecture

- **API-First Design:** 15+ average integrations per enterprise client.
- **GraphQL Implementation:** Modern, efficient data fetching.
- **Platform Approach:** Not just software, but a development platform for complex training operations.

Industry-Specific Solutions

- **Regulated Industry Focus:** Purpose-built for pharma, medical device, energy sectors.
- **High-Value Resource Management:** Handles million-dollar training equipment scheduling.
- **Compliance-Ready:** Full audit trails, automated documentation.

Competitive Advantages

Administrate operates as a platform. This fundamental architectural difference manifests in:

- **Integration Depth:** GraphQL APIs vs. REST endpoints.
- **Customization Capability:** Platform approach vs. configured software.
- **Scale Tolerance:** Designed for thousands of events vs. hundreds.
- **Commerce Sophistication:** Full e-commerce engine vs. basic payment processing.

Summary and Recommendations

Key Strengths

1. **Unmatched Scheduling Intelligence:** The AI-powered scheduler solves complexity that breaks other systems.
2. **True Platform Architecture:** API-first design enables deep integration and customization.
3. **Operational Focus:** Built by training operators for training operators.
4. **Scale-Ready:** Proven with organizations running 5,000+ events annually.
5. **Commerce Capabilities:** Sophisticated enough for external training businesses.

Market Position

Administrate occupies a unique position: more sophisticated than traditional training management modules in LMS platforms, more operationally focused than generic event management software, and more platform-oriented than direct competitors.

Ideal Client Profile

Administrate excels with organizations that have 100+ instructor-led training events, with 5,000+ annual learners and complex resource management requirements (equipment, labs, specialized rooms). Multi-region or multi-business unit training operations especially benefit. Companies that manage complex regulatory compliance requirements also benefit. Administrate is also ideally suited for revenue-generating training operations.

Final Recommendation

For organizations where instructor-led training is mission-critical, whether it is for compliance, revenue generation, or talent development, Administrate represents the difference between operational chaos and operational excellence. The question isn't whether you need training management beyond your LMS; it's whether you can afford the hidden costs of not having it.

— Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst,
Brandon Hall Group™

Contribution Team: Mike Cooke, Rachel Cooke, Claude Werder, Pat Fitzgerald

About Brandon Hall Group™

With more than 10,000 clients globally and more than 30 years of delivering world-class research and advisory services, Brandon Hall Group™ is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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Three annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

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Advisory Offerings

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